

Fashion Project Design Brief

2003-04-
10

Fashion

THE high-tech fashion accessory of the season. Stylishly provocative and seductive communication device with compelling shapes for the trend conscious style opinion-leaders. Fashion products features boldly surprising and highly differentiating self-expressive solutions.

-Main target user base is the Trend-conscious 25-35 year old urban trend setters, with high shopping spending. Unisex with female biased. People in early stages of professional life who like to merge work and play with an active night-life.

Musical Brief Specifications

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The theme is based on “**Hotel Garbo**”, an atmosphere of old school glamour and “refined to the last detail” elegance. Sumptuous, glittering parties. Grand hotels, graceful cars and motor boats. Influences come from 20s to 40s Hollywood, black and white photography / cinematography. Contrasting attitudes play a big part in fashion 2004.

Please, keep in mind:

- Atmosphere of old school glamour
- Big bands, musicals sounds (all stuff that sounds grander than life)
- The tones should not sound just old-fashioned, but imaginatively remixed in the modern way with the feel of old school glamour. E.g. from soundclips Duke Ellington (original&remix) and Glenn Miller (original&remix).

(Please see the movie, listen to the sounds and look at the pictures provided in the attached zip file. Please note that these are not to be used as commercial material, they are merely for inspiration.)

Technical considerations

-Some of the tones should start discreetly. Audibility is still vitally important though. For functional purposes, some tones included should have an element of loudness.

-The tones need to be optimized so that they play correctly in a 16-polyphony product, using large GM bank.

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-Vibra patterns use midi-channel 16 and instrument 124 (telephone). Midi control number 32 (Bank LSB) value is 6. Vibra pattern has some minor latency, depending on tempo.

-All tones should use Nokia's large GM bank and be in midi format.